

Job Description



JOB TITLE: Head of Marketing and Communications
REPORTS TO: Library Director

FLSA STATUS: Exempt
PAY GRADE: 26

JOB SUMMARY: Responsible for the operation of the Marketing and Communications Department including planning, development, and evaluation of Department functions and staff.

ESSENTIAL FUNCTIONS:

- Provides uniformly gracious and friendly service to all.
- Leads the Department in professional standards and best practices for marketing, communications, and graphic design.
- Establishes priorities for the Department and provides strong leadership and vision in support of the strategic goals of the Library. Makes recommendations, develops, implements, and evaluates plans.
- As part of the Management Team, works on strategic planning and other Library-wide issues, meetings, initiatives, and events.
- Hires, trains, evaluates, and manages Marketing and Communications staff.
- Oversees and participates in the development, implementation, and evaluation of all Library marketing and communications activities to promote Library programs, special events, materials, services, initiatives, and news.
- Oversees and participates in the Library's brand management.
- Directs production of the Library's print newsletter including timelines, artwork, photography, layout, and featured content. Writes copy for features and edits the newsletter before printing.
- Manages content calendars, campaigns, and strategies for social media platforms. Ensures timely responses to follower inquiries.
- Actively engages the community by soliciting feedback about community needs and interests.
- Collaborates with other staff to support their marketing and promotional needs.
- Responsible for maintaining public bulletin boards and displays including free newspapers, flyers, and other print publications received from community organizations or individuals.
- Serves as Library spokesperson to the media. Establishes and maintains relationships with local media and takes inquiries from media concerning the Library; issues regular press releases with consideration to local media press time and deadlines.
- Participates in development and maintenance of the Library's website.
- Assists with budget planning and is responsible for tracking expenditures of the Department.
- Manages supply orders of Library-branded merchandise.
- Gathers, prepares, and analyzes statistical data and reports.
- Conducts follow-up reviews with direct reports following incidents.
- Seeks and engages in professional development opportunities relevant to marketing, communications, and graphic design.
- Performs other duties as assigned.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Knowledge of policies and procedures of the Library.
- Knowledge of professional standards and best practices in marketing, communications, and graphic design.
- Knowledge of digital accessibility principles and practices.
- Advanced knowledge in social media platforms.
- Knowledge of computers, the Internet, email, Microsoft Windows and Office applications, Adobe Creative Suite, Canva, and other relevant technologies and equipment.

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- Knowledge of current and emerging trends in print and digital marketing.
- Excellent organizational, interpersonal, and communication skills in a team environment.
- Excellent customer service skills.
- Excellent writing and editing skills.
- Ability to be accurate, detail-oriented, and efficient in the performance of assigned duties.
- Ability to establish and maintain effective relationships with staff members, local officials, vendors, Library users, and the media.
- Ability to think analytically and to exercise initiative.
- Ability to follow written and verbal directions.
- Ability to effectively communicate orally and in writing.
- Ability to exercise leadership and provide direction.
- Ability to exercise reasonable and independent judgment and discretion.
- Ability to adapt to and effectively implement change.
- Ability to reach, bend, stoop, and lift to access Library areas and materials.

QUALIFICATIONS:

- Bachelor's degree in marketing, communications, or related field.
- Minimum three years of experience in marketing or communications, preferably in a public sector or nonprofit environment.
- Minimum two years of experience in a supervisory role.
- Valid Driver's License, proof of insurance, and access to a vehicle to be used for Library business.